

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Peter Henriques
FROM: Jeanne Bonhomme
SUBJECT: Request for Benson & Hedges Kings Ad Boards

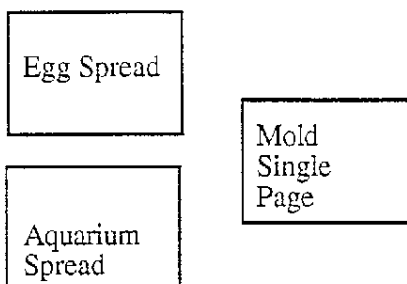
DATE: September 18, 1992

I wanted to get in writing the details related to the request for Benson & Hedges Kings ad boards.

Please produce 30 Boards with the following three Benson & Hedges Kings executions.

- 1 the original Mold ad
- 2 the original Egg ad
- 3 the original Aquarium ad

The ads should be flush trimmed without a boarder and arranged on one board in the following configuration:



Ship to:

Ms. Gail Meyer
Marketing Information Systems, Inc.
100 Sylvan Avenue
Englewood Cliffs, NJ 07632
(201) 947-6900

We'd like to begin field work the week of September 28th. We would need the copies by that Monday, the 28th.

/mc

Jeanne

2045726864